



## ENVIRONMENTAL TECHNOLOGIES NEWS SPRING/SUMMER 2004

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### CALENDER OF TRADE EVENTS

**ENVIRO-PRO 2004 MEXICO:** Enviro-Pro is scheduled to take place on September 8-10, 2004 in Mexico City. Now in it's 12<sup>th</sup> year, it's the most important event in Mexico for environmental products and services. The demand for environmental products and services in Mexico continues to increase rapidly in both the private and public sectors. The U.S. Commercial Service in Mexico City is offering U.S. companies the opportunity to exhibit in a specially designed, highly visible, and centrally located USA Pavilion. For additional information on the show, contact Francisco Ceron, Senior Trade Specialist, by e-mail at [francisco.ceron@mail.doc.gov](mailto:francisco.ceron@mail.doc.gov) or visit the website: [http://www.buyusa.gov/mexico/en/environmental\\_trade\\_show.html](http://www.buyusa.gov/mexico/en/environmental_trade_show.html).

**4<sup>TH</sup> IWA WORLD CONGRESS & EXHIBITION:** Morocco will host the 4<sup>th</sup> IWA World Congress and Exhibition in Marrakech from September 19-24, 2004. The Marrakech Congress, which is organized by the IWA (International Water Association) and the Moroccan Water Agency will encompass water management issues for all regions of the world at all levels in water, wastewater, and stormwater management. Please check their website for more information at [www.iwa2004marrakech.com](http://www.iwa2004marrakech.com)

**AQUATECH 2004:** Aquatech, Water Technology and Water Management Trade Show, which is held every two years, will take place on September 28-October 1, 2004 at the RAI Exhibition Centre in Amsterdam. It's one of the leading water technology and management oriented trade shows in Europe and it attracts some 25,000 highly qualified visitors from the Netherlands and other countries. Visit the show website at [www.aquatechtrade.com/amsterdam](http://www.aquatechtrade.com/amsterdam).

**WEFTEC 2004:** The 77<sup>th</sup> Annual Technical Exhibition & Conference will take place on October 2-6, 2004 at the Ernest N. Morial Conventional Center in New Orleans, LA. The show is designed to address the most timely issues in water and wastewater technology. Visit their website at [www.weftec.org](http://www.weftec.org).

**IFEST 2004:** Will take place on October 19-22, 2004 in Gent, Belgium. It's the professional trade fair for environmental technology for professionals who are regularly involved with environmental protection, energy, and safety in the workplace. Visit the show website at [www.ifest.be/eng](http://www.ifest.be/eng).

**ENVIRO-SHIGA 2004:** The U.S. Commercial Service will organize the 4<sup>th</sup> U.S. Pavilion at the International Environmental Business Exhibition sponsored by the Shiga Prefectural Government on October 20-22, 2004 in Nagahama, Shiga, Japan. This show is best for U.S. companies interested in introducing or expanding the sale of their products into Japan's Central Region which includes Osaka, Kyoto, and Nagoya. For additional information, contact Chikako Akai, Commercial Assistant, American Consulate General Osaka-Kobe, by e-mail at [chikako.akai@mail.doc.gov](mailto:chikako.akai@mail.doc.gov).

**\*\*\*ENVIRONMENTAL TECHNOLOGIES TRADE MISSION TO HONG KONG & CHINA\*\*\*:**

The U.S. Department of Commerce invites you to participate in the Environmental Technologies Trade Mission to Hong Kong, Beijing, and Shanghai on October 26-November 2, 2004. This trade mission will feature individualized, pre-screened business meetings, appointments with government decision makers, project site visits, plus a bonus company promotion at the USA Pavilion at Pollutec China 2004. U.S. Embassy business, logistics, and ground support are combined to ensure your company's maximum success in these important markets. Trade mission details and environmental market briefs for Hong Kong and China are available on the website, [www.buyusa.gov/eme/et\\_mission.html](http://www.buyusa.gov/eme/et_mission.html). Or, contact the Project Managers, Julia Rauner-Guerro, San Diego Export Assistance Center, by phone at 619-557-2963 or by e-mail at [julia.rauner.guerrero@mail.doc.gov](mailto:julia.rauner.guerrero@mail.doc.gov) or Yvonne Jackson, Office of Trade Event Programs, by phone at 202-482-2675 or by e-mail at [yvonne.jackson@mail.doc.gov](mailto:yvonne.jackson@mail.doc.gov).

**POLLUTEC 2004:** Is scheduled to take place on November 10-12, 2004 in Vienna, Austria. Pollutec is one of the leading environmental technology trade fairs in Europe where Western & Eastern European suppliers and buyers will be in attendance. And, due to the emphasis on new EU members, the show will offer information on international sources of public and private financing. Best prospects include: waste management, water management, energy management, ventilation systems, noise and vibration reduction, soil treatment and polluted sites, measuring equipment, consulting, financing, add IT software and hardware. Visit the website, [www.pollutec.at](http://www.pollutec.at) or contact REED Messe Wienn, GesmbH at [pollutec@mess.at](mailto:pollutec@mess.at).

**25<sup>TH</sup> ANNUAL INTERNATIONAL IRRIGATION SHOW:** Will take place on November 14-16, 2004 in Tampa Bay, FL. The International Irrigation Association's show was selected to participate in the Commerce Department's International Buyer Program, and as such, Commercial Specialists will recruit foreign buyer delegations to the event. This show covers areas including irrigation equipment, farm machinery, golf and sports facilities, parks and university facilities, government facilities, hotels and resorts, and home and garden products. Visit the show website at [www.irrigation.org/ia\\_show.htm](http://www.irrigation.org/ia_show.htm)

**INTERNATIONAL ECOLOGICAL FAIR POLEKO 2004:** Is scheduled for November 16-19, 2004 at the Poznan International Fair Grounds in Poznan, Poland. Poleko is a large ecological trade fair covering the following sectors: water, ground, and air protection, noise and vibration control, atmospheric pollution monitoring, wastes treatment, collection, transport and recycling, energy, etc. Visit the show website at <http://poleko.mtp.pl/en>.

**AQUATHERM PRAHA 2004:** The 11<sup>th</sup> Annual Aquatherm Show will take place on November 23-27, 2004 in Prague, Czech Republic. It covers heating technology, air conditioning, sanitary, environmental protection technology, measurement, and regulations. Visit the website at [www.aquatherm.cz](http://www.aquatherm.cz). Note: This site is only available in the Czech language.

**POLLUTEC 2004 FRANCE:** The U.S. Department of Commerce is inviting companies to participate in the U.S. Pavilion at Pollutec in Lyon, France on November 30- December 3, 2004. Pollutec is the only comprehensive exhibition that covers the major environmental technology sectors including water, air, waste, recycling, energy, noise, and engineering. Please visit the following website and fill out the on-line interest form at [www.buyusa.gov/eme/pollutec04.html](http://www.buyusa.gov/eme/pollutec04.html) or contact Commercial Specialist Everett Wakai , U.S. Commercial Service Paris, by e-mail at [everett.wakai@mail.doc.gov](mailto:everett.wakai@mail.doc.gov).

**TAU EXPO 2005:** Tau-Expo, held every two years, is Italy's number one and one of Europe's largest trade shows in the environmental sector. It will take place on March 2-5, 2005 in Milan. The Italian market for environmental protection products, technologies, and

services was estimated at \$4.2 billion in 2002. The market is largely dependent on foreign technology and is one of the best prospects for innovative U.S. companies. For additional information, contact Commercial Specialist Nicoletta Postiglione, U.S. Commercial Service Milan, by e-mail at [nicoletta.postiglione@mail.doc.gov](mailto:nicoletta.postiglione@mail.doc.gov).

### INFORMATION SITES TO VISIT

**ENVIRONMENTAL TECHNOLOGIES INDUSTRIES OFFICE:** The Environmental Technologies Industries (ETI) Office in Washington, D.C. was created specifically to help U.S. companies in the environmental industry compete and win as they expand their markets overseas. On the ETI website, [www.environment.ita.doc.gov](http://www.environment.ita.doc.gov), you will find news and industry facts, regional and industry trade specialists, calendar of events, market research, trade associations, environmental journals and periodicals, websites, newsletters, and trade finance.

**ECOLINKS:** EcoLinks is an initiative of the U.S. Agency for International Development (USAID), which promotes market-based solutions to urban and industrial environmental problems in Central and Eastern Europe and Eurasia. EcoLinks functions by facilitating trade and investment partnering and by providing financial assistance. Visit the website at [www.ecolinks.org](http://www.ecolinks.org).

**THE GLOBAL TRADE & TECHNOLOGY NETWORK:** On April 20, 2004, International Business Linkages announced the launch of a new public website for the Global Trade & Technology Network (GTN) program. The GTN program with a network of representatives in developing countries, enables buyers and suppliers to access international markets using its internet-based trade lead portal. GTN is funded by the U.S. Agency for International Development (USAID). Visit the website at [www.usgtn.net](http://www.usgtn.net) or contact Peter Fleischmann, U.S. Outreach Coordinator, by phone at 908-668-1865 or by e-mail at [pfleischmann@usgtn.net](mailto:pfleischmann@usgtn.net).

**SBA HEEDS ACEC CONCERNS ON SIZE STANDARD:** In the face of strong opposition from the American Council of Engineering Companies (ACEC) and other industry groups, the Small Business Administration (SBA) has withdrawn its proposed rule to restructure the small business size standard for engineering firms. SBA and other federal agencies use the size standard to determine the eligibility of firms for small business programs and federal set-aside contracts. For engineering services, SBA's proposal would convert the current standard of \$4 million in gross receipts or less to a new standard of 50 employees or less, coupled with a cap of \$7 million in gross receipts. An ACEC task force of small, medium, and large business owners determined that two separate size tests (employees and gross receipts) was not necessary and would be burdensome for engineering firms. The group also cited flaws in SBA's proposed employee count, which would consider full and part-time employees and interns equally. Visit ACEC's website at [www.acec.org](http://www.acec.org).

**THE ENVIRONMENTAL BUSINESS JOURNAL (EBJ):** Is the leading business publication for companies operating in the environmental industry. EBJ provides a strategic overview and an independent perspective on market trends and business strategies that affect this changing industry. Subscribers get access to primary research by Environmental Business International (EBI) staff, first-hand results of detailed market surveys and in-depth assessments of environmental markets. Each issue presents a specific industry segment or management issue. Visit the website at <http://environmental-industry.com/ebj/ebj.html>.